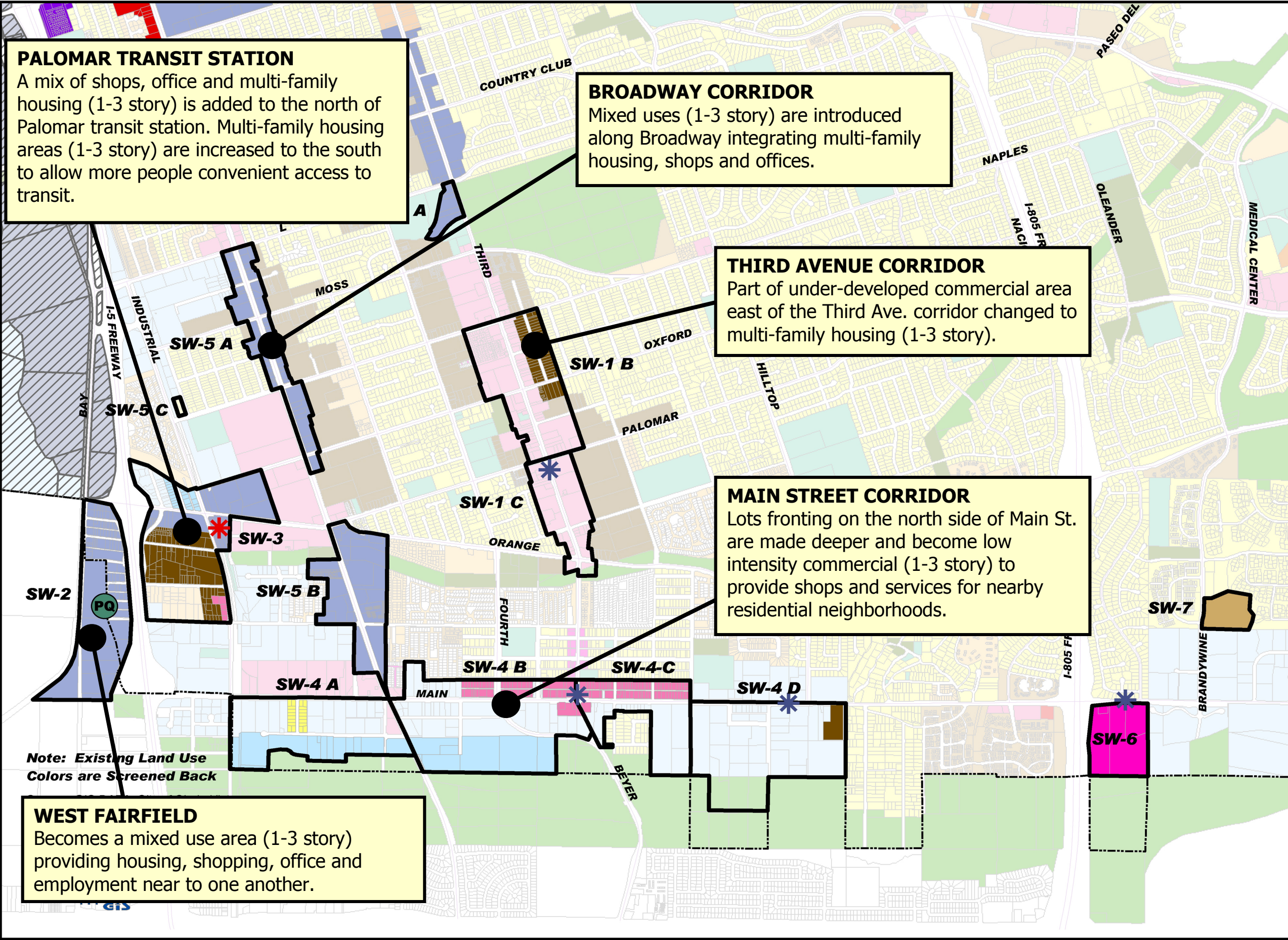


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**PALOMAR TRANSIT STATION**  
A mix of shops, office and multi-family housing (1-3 story) is added to the north of Palomar transit station. Multi-family housing areas (1-3 story) are increased to the south to allow more people convenient access to transit.

**BROADWAY CORRIDOR**  
Mixed uses (1-3 story) are introduced along Broadway integrating multi-family housing, shops and offices.

**THIRD AVENUE CORRIDOR**  
Part of under-developed commercial area east of the Third Ave. corridor changed to multi-family housing (1-3 story).

**MAIN STREET CORRIDOR**  
Lots fronting on the north side of Main St. are made deeper and become low intensity commercial (1-3 story) to provide shops and services for nearby residential neighborhoods.

**WEST FAIRFIELD**  
Becomes a mixed use area (1-3 story) providing housing, shopping, office and employment near to one another.

**CITY OF CHULA VISTA  
SOUTHWEST**

**ALTERNATIVE 3**

- LEGEND**
- RESIDENTIAL**
- LOW
  - LOW MEDIUM
  - LMV LOW MEDIUM VILLAGE
  - MEDIUM
  - MEDIUM HIGH
  - HIGH
  - URBAN CORE
- COMMERCIAL**
- RETAIL
  - VISITOR
  - PROFESSIONAL & OFFICE
- MIXED USE**
- MIXED USE COMMERCIAL
  - MIXED USE (OFFICE, RETAIL & MULTI-FAMILY)
  - MIXED USE TRANSIT FOCUS AREA (TFA)
- INDUSTRIAL**
- LIMITED INDUSTRIAL
  - RESEARCH INDUSTRIAL
  - GENERAL INDUSTRIAL
- PUBLIC, QUASI PUBLIC & OPEN SPACE**
- PUBLIC & QUASI PUBLIC
  - PARKS & RECREATION
  - OPEN SPACE PRESERVE
  - OPEN SPACE RECREATION
  - OPEN SPACE
  - PROPOSED FREEWAY COVER
  - WATER
- SPECIAL PLAN AREA**
- RES RESORT
  - SCC SPECIALTY CONFERENCE CENTER
  - VC VILLAGE CORE
  - EUC EASTERN URBAN CENTER
  - BAYFRONT PLANNING AREA
- TRANSIT STATION**
- EXISTING
  - PROPOSED

**JANUARY 9, 2004**